



*Building synergies between local and European strategies
through European projects:
the Alsatian example*

Nicosia, 11th September 2012



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Alsace and Upper Rhine panorama



L'outil de représentation auprès de l'Union Européenne
des collectivités territoriales et organismes consulaires alsaciens



Alsace Key figures

Aera: 8 280 m²
Population: 1,8 million (2007)
GDP per inhabitant: 28 300 EUR
Main cities: Strasbourg, Colmar, Mulhouse
5 clusters (Pôles de compétitivité)
2 universities
ERDF in Alsace 2007/2013: 75 million EUR
(33 million EUR focused on RDI)



Upper Rhine

Aera : 21 500 m²

Population: 6 million (2008)

GDP: 203 billion EUR (2008)

Main cities:

Strasbourg, Colmar, Mulhouse, Basel,
Karlsruhe, Offenburg, Freiburg, Landau.

167 universities, schools and research institutes

170 000 students

More than 600 clusters and entreprise networks





Presentation of the Bureau Alsace

The "Bureau Alsace" is the representation to the EU of the Alsatian public bodies and consular chambers since 1989.

9 partners: Region Alsace / County Councils of Bas-Rhin and Haut-Rhin / Cities of Strasbourg, Colmar and Mulhouse / Chamber of Commerce and Industry of Region Alsace / Regional Chamber of Agriculture / Chamber of Handicrafts

Missions and main activities:

- Lobbying
- Monitoring EU policy
- Enhancing EU projects
- Training and hosting of delegations
- Coordinating the European affairs strategy and activities of our partners



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European projects : tools to build synergies between local and European strategies



European fund support the Alsace Region energy policy

- 1998 : Alsace Region launched Alsace Energivie programme
- 2000 : Contrat between Region and the French State
- 2003-2006 : ERDF INNOVATION programme : launching of Energivie programme
- 2005 : Energivie programme focuses on energy efficiency in buildings
- 2006 : Creation of the Energivie cluster
- 2007-2013 : Energivie programme step 2
- 2008 : Alsace Region won the Regiostars award with the Alsace Energivie programme
- 2009 : Application to become a « pôle de compétitivité » (french label for cluster of excellence)
- 2010 : The « pôle de compétitivité » Alsace Energivie has been labeled by the State
- 2012 : Alsace Energivie is preparing a proposal for the FP7 call « Smart Cities »



Focus on Alsace Energivie programme

In 1998, the politics made the choice to support the development of renewable energy.

Alsace Energivie is an innovative action programme initiated by the Alsace Region with the aim to develop renewable energies in Alsace with the support of ADEME (the french agency for energy) and European Union (ERDF).

Alsace Energivie was the first step of a long term strategy regarding renewable energies. It has the ambition to divide by 4 the energy consumption in buildings at horizon 2025



Focus on ILETE project - I

Objectives

The aim of the project is primarily to face a lack of training in the field of the low energy consumption in building sector.



ILETE consortium had three priorities:

- To set up 8 seminars on low energy consumption in buildings
- To set up a common training kit composed by modules adapted for building professional stakeholders
- To inform all target groups on high-energy efficiency in buildings by guides on regional/European certification, brochures on ILETE results, regional/European events and awards, regional knowledge centers, promotion of regional reference projects ...

"Initiative for Low Energy Training in Europe"



Focus on ILETE project – II

Partners

- Region Alsace – FR
- KEA (Baden-Wurttemberg) – DE
- Provincia Autonoma di Trento – IT
- Timis Development Agency – RO
- Labein Foundation – SP
- Tirol Energy – AUT
- City of Wroclaw – PL



Funding

EU funding programme : CIP- IEE (Competitiveness and Innovation Programme – Intelligent Energy Europe)

Budget : € 967.216,00 (EU funding 50%)

Duration : 2 years and half





Focus on the Alsace EnergiVie « Pôle de Compétitivité » - I

Main goals:

- Development of innovative solutions for positive energy solution on new buildings & refurbishment of existing buildings
- Create knowledge for future business development

Three strategic objectives:

- Make a success of the technological jump
- Make competitive the positive building value chain
- Contribute to the elaboration of future standards





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Focus on the Alsace EnergiVie « Pôle de Compétitivité » - II

Alsace EnergiVie is the only cluster in France devoted to energy efficiency for building.

It brings together the essential professions from the sector :

- Design
- Construction
- Energy production equipment
- Process control systems
- Launching of innovative solutions

89 members including

- 15 international companies
- 58 innovative small & medium size enterprises
- 46 600 employees & turnover of 4 Billion euros
- Universities, schools and R&D centers





« Offensive Science » - I

The 10th of October the Upper Rhine Metropolitan Region has launched the “Offensive Sciences”, the first trinational instrument designed to support R&D projects.

Supported by the territorial cooperation programme “INTERREG IV Upper Rhine” and by the Länder of Baden-Württemberg, Rhineland Palatinate and Region Alsace, this very innovative initiative aims to finance and implement high level R&D cross-border projects.

The “Offensive Sciences” offers a funding perspective of an overall volume of 15 million € for cross-border research projects in the Upper Rhine Region.



2/ « Offensive Science » - II

Key information: 50 project ideas --> 36 submitted projects of which 29 were eligible

Budget: 9,7 million € (incl. 4,7 M€ ERDF & 1,6M€ from regional partners)

Evaluation: Peer review

Project topics:

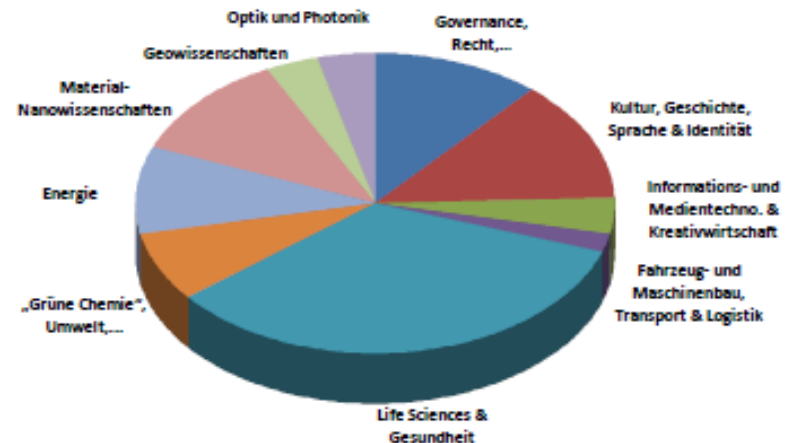
- Governance, law, economic development and European integration;
- Culture, history, language and identity
- Information technology and media and creative economy;
- Automotive and mechanical engineering, transport and logistics;
- Life Sciences and Health;
- "Green Chemistry", Agricultural Sciences and Environment;
- Energy (energy efficiency and renewable energy);
- Material sciences and Nano-sciences;
- Geosciences;
- Optics and Photonics

7 funded flagship projects:

- 4 in Life Sciences

- 2 in Energy

- 1 in Culture & History





Create awareness on European funding opportunities: the Eurosynergie project - I

Eurosynergies project aims to create more synergies between the different schemes of EU funding (Structural Funds vs Sectorial Funds).

This project is a wonderful tool for the partners in order to take all the opportunities offered by the EU.

The Idea is through a thematic approach present and train public bodies staff to use and combine the different kinds of funds to support local or regional strategies

Eurosynergies project actions:

- 1/ Train people in charge of European projects
- 2/ Organize information days on existing programmes
- 3/ Elaborate position for more synergies between EU funds for the next programming period
- 4/ Optimize partnership through European projects



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Create awareness on European funding opportunities: the Eurosynergie project - II

Duration: 2 years

Partners :

Lorraine Region
Champagne-Ardenne Region
Alsace Region

Europ'act programme objectives:

- Coordinate and put together people working on cohesion policy in France
- Train actors and exchange good practices
- Communicate on cohesion policy

Europ'act finance:

Seminars, workshops, studies, evaluation, guidelines, communication actions





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Some other ongoing projects - I

1/ Life+ : Optivalor innovative way to manage waste for better recycling

Objectives of the project:

Optivalor aims at developing and testing new methods of waste management in “real scale” in order to significantly increase the distinct collection of plastic and bio- waste, the 2 waste types, by removing obstacles hampering their development.

Budget: 5 M€ (EU cofinancing rate 50%)

Partners: County Council of Haut-Rhin, SMEs in the waste sector

Duration: 5 years



Some other ongoing projects - II

2/ ELMO's - Electromobility solutions for cities + regions

Objective:

Promote more sustainable transport through the development of electromobility solutions for cities and regions.

The project aims at **delivering concepts for a better exchange of electromobility knowledge at local and EU level**, concepts for new business models and for cross-border field tests which should lead to an improved standardization in electromobility technology and to new insights in applied science.

Partners:

For Switzerland: Cluster ICT Bern (Leader of the project), Autocluster from Zürich and the Bern University of Applied Sciences - For Austria: Vorarlberger, Elektroautomobil Planungs- & Beratungs GmbH - For Germany: cluster RWB Baden-Württemberg GmbH, Institute for Work and Technology and City System GmbH - For Hungary: PannonNovum West Transdanubian Regional Innovation Nonprofit Ltd - For Slovenia: cluster ACS - For France: cluster Pôle Véhicule du Futur

Funded by Seventh Framework Programme (FP7) Capacities - Regions of Knowledge (RoK)



Some other ongoing projects - III

3/ ERA-NET - a tool that combines the emergence of RDI projects and territorial development

Alsace is involved in three ERA-NETs (FP7):

- 1/ LEAD ERA (Lead Markets)
- 2/ CrossTexNet (Material Textile)
- 3/ EuroTransBio (Biotechnologies)



These projects focus on the launch of ambitious RDI calls for proposals for the funding of transnational projects. Project consortia consisting of at least two SME partners belonging to at least 2 different countries can apply for funding.

Focus: EuroTransBio (ETB)

Germany is also a project partner in ETB. Thanks to the close links existing in the Upper Rhine, the Region Alsace and the BMBF (FZ-Juelich) can cofinance projects between SMEs of both sides of the border, in this "Trinational Biovalley". In the current call, three cross-border projects are being evaluated.

Conclusions

- 1/ European funding are effective if you have a **local or regional strategy behind it**
- 2/ European projects **don't have to be a "one shot" project**, if you are developing just to catch EU money you are wasting your time because you will fail
- 3/ Some factors of success : strong political commitment, local staff aware to European funding, networking...
- 4/ In these times of economic downturn European projects are **the right tools to finance and develop local strategies**



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Thank you for your attention!



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